

Lucas William



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D.O.B 11th of May 1973

Nationality: Egyptian with Lebanese Residency since 2006

Married / 2 children. Children ages; 19 & 16 years old

Profile

- Started Career with Hilton in 1996. Over than 22 years experience in the Hotel Industry.
- Recognised for strong People Management skills.
- Influential as a team leader.
- Place a high importance on achieving financial performance targets.
- Actively pursue learning and career development opportunities.
- Effective networking capabilities at senior level, with strong communication skills and customer focus.
- Excellent adaptation to different cultures.

Career history and achievements

Palma Hotel by The Waterway Developments– 300 Rooms 5*	Mar 2021 - Present
General Manager – Pre-opening	Egypt

Pre-opening and opening of the first Hotel under The Waterway Developments flag in Egypt;

- Creating new Hotels & Resorts division under The Waterway Developments
- Establishing Brand standards and SOP's for all hotel departments
- Finalizing all FF&E and OE of the hotel
- Lead in all aspects of planning
- Provide effective communication with CEO & owners
- Complete all pending work in the project in accordance with architects and electro mechanical departments
- Provide effective leadership
- Comply with safety, health and safety regulations
- Lead in all key property issues

Arthaus International Boutique Hotels – 5* Superior	May 2018 – Nov 2020
Cluster General Manager Lebanon – Pre-opening	Beirut

Creating with owners a collection of Luxury Art Deco Boutique Hotels Brand in Lebanon (Gemmayze – Mar Michael – Ashrafieh – Batroun), France (St. Tropez & Megeve), Syria (Damascus & Aleppo), Cuba and London.

Responsibilities:

- Transforming historic houses & palazzos into Luxury Boutique Hotels
- Create and define The Arthaus concept worldwide.
- Team Recruitment.
- Establish a strong PR and marketing campaign.
- Liaise with architects and consultants the development of the entire project.
- Setting Brand Standards and SOP's.
- Establish all Safety and Security standards of the hotel.
- Preparing budget and creating critical paths for all departments.
- Major role in selecting the FF&E and OE

The Ray Hotel 4 * Superior	Feb 2018 – May 2018
General Manager – Pre-opening	Beirut

Creating a new Hotel concept suitable for Millennial guests.

Responsibilities:

- Ensure a smooth opening according to schedule.
- Liaise with owners and designers to achieve a new concept for the younger generation in Beirut.
- Directing procurement team to complete all the necessary purchases for all FF&E and OE.
- Complete all team recruitment.
- Create all SOPs and standards for the Hotel Operation.
- Finalize all the IT and software of the hotel.
- Establish all Safety and Security standards of the hotel.
- Seek the option of outsourcing the F&B operation.

Le Patio Boutique Hotel 5 * Superior	Dec 2010 – Jan 2018
General Manager – Pre-opening & Opening	Beirut

The Opening of the latest Boutique Hotel in Lebanon.

Achievements:

- Managed to earn 5 Stars Superior classification to be within the top 10 hotels in Lebanon.
- Le Patio achieved Award of Excellence in 2013 till 2017 on Trip Advisor.
- Top Hotel / Top Luxury Hotel / Top Hotel Service / Travellers' Choice AWARDS 2013 till 2017.
- Completed all required tasks for a strong hotel opening with healthy market penetration.
- Crisis management experience.

Hilton Worldwide	Jun 2006 – Dec 2010
Director of Operations – Preopening of Hilton Beirut	Beirut

Ensure a smooth and a successful opening for the Hilton Beirut according to the Brand Standards, with a significant contribution to Hiltonize all team members, in order to introduce the true Hilton Image and Experience in Lebanon.

Main responsibilities include:

- Coordinate and liaise with owner-contractor and designer on finishing details.
- Give guidelines and assistance to procurement team.
- Establish time schedules for starting dates for all positions.
- Finalize the F&B concept for the restaurants.
- Seek the best options for 3rd party contracts to be signed.
- In the absence of DOSM, finalized the Rooms (Minor and Major segments) revenue.
- Assist Financial Controller to finalize the hotel budget based on several scenarios.
- Assist General Manager in uniform designs.
- Identify candidates for the task force.
- Finalize the IT and software requirements for the whole hotel.
- Supervise the menu engineering with the Executive Chef.
- Major role in selecting the FF&E and OE.
- Finalize room and suite set up.
- Ensure all safety and security procedures are in place.
- Ensure with the Chief Engineer that fire/ life/safety are implemented and installed.
- A leading role in training the newly recruited team members.
- Brand Standard implementation on the operational level.
- Establish the check lists for all operational departments.

Hilton Worldwide	Jul 2005 – Jun 2006
Director of Operations – Hilton Fayrouz Sharm El Sheikh	Sharm El Sheikh

Oversee and direct all aspects of the hotel operational departments.

Ensure all departments are well run by focusing on; maximizing revenue and profits, minimization of operating costs, implementation and follow up on service standards/staff training.

Responsible to ensure that the Occupational Safety and & Health levels in the hotel are adhered to and maintained at all times in order to ensure safe, efficient operating conditions, thereby safeguarding team members and facilities.

Significant contributions include:

- Managed to achieve number 1 in GSTS all over MEAP twice on a row.
- Fully implemented the Hilton Safety manual in the hotel after the 23rd of July incident in Sharm.
- Created the Hilton Shop which generated a minimum of LE 15 K on monthly basis.
- Monitored the profitability of catering and managed to lift it up from 20% to 41%.
- Actively participated in setting strategy of sales for the Fayrouz to ensure maximizing revenue in 2006.
- Was proactive in implementing the “Low occupancy action plan” after Sharm incident which resulted to achieve total revenue (100.4%) vs plan and the GOP target (97.3%) in 2005.
- Actively led a committee to minimize risks from the Avian Flu in the hotel and have taken all needed measures to ensure the highest level of health and safety control.

Hilton Worldwide	Jan 2004 – Jun 2005
Sales Director – Leisure Segment / Hilton Egypt.	Cairo

Head of the leisure segment, selling 17 City & Resort hotels and managing a team of 10. Responsible for developing strategies between major tour operators and Hilton Egypt Hotels. Strengthening the relationship with accounts within the leisure segment to optimize Hilton share. Wide connection with the Middle East, Gulf, and Arab markets.

Significant contributions include:

- Exceeded 2004 the Leisure Segment plan for Egypt by 12% in room nights and 29% in Revenue.
- Attending major international trade shows and leading special sales trips to Japan, Middle East and Gulf Countries.
- Achieved an increase of:
 - 43% in revenue from the Middle East and Gulf Market in 2004 versus 2003
 - 31% in revenue from the Japanese Market in 2004 versus 2003
- Supporting new hotel developments through developing and implementing sales strategies (Green Plaza and Long Beach)
- Proposing and developing rate strategies for Tour IT segment for all Egypt Hotels.
- Responsible for sales team development through regular coaching, training, advising and performance monitoring. Developed junior team to become key team members in the segment.
- Involvement in and resolution of credit issues with accounts on behalf of hotels.
- Negotiating and finalizing major contracts with tour operators and Wholesalers for the Region

Hilton Worldwide	Jan 2003 – Dec 2003
Regional Senior Sales Manager – Hilton Egypt	Cairo

Achieving accounts revenue targets through the close monitor and regular follow up. Managing accounts effectively guaranteeing full loyalty to Hilton Egypt.

Significant contributions include:

- Supporting Sales Director in overall activities.
- Leading the Leisure segment team during the 2nd half of 2003 in the absence of the Sales Director.
- Managed to achieve my individual team target for the consecutive 4 Quarters despite the difficult circumstances of Iraq war, SARS and the absence of one member of the team for a maternity leave; Exceeded 2003 plan by 40% in revenue.

Hilton Worldwide	Jul 2001 – Dec 2002
Regional Sales Manager – Hilton Egypt	Cairo

Developing and implementing tactical sales methods and approaches to maintaining customer contact

- Managing accounts successfully through promotion and negotiation of IT, series allocations and group business
- Developing relationship with major Hilton Egypt accounts
- Establishing effective communication process with other operating departments within hotels, providing sales advise, training and market feedback where appropriate.

Hilton Worldwide	Jan 2000 – Jun 2001
Assistant Sales Manager – Hilton Egypt	Cairo

Hilton Worldwide	Sep 1998 – Dec 1999
Sales Executive – Hilton Egypt	Cairo

Hilton Worldwide	Jan 1998 – Aug 1998
Senior Receptionist and Shift Leader – Nile Hilton	Cairo

Hilton Worldwide	Dec 1996 – Dec 1997
Reception Clerk – Nile Hilton	Cairo

Hilton Worldwide	Oct 2004 – Dec 2004
Operational Cross Exposure in Hilton Long Beach	Hurghada

- Cross Exposure was arranged as a preparation of my move as a Director of Operations.
- Have carried out all major tasks in all the operation divisions starting as a team member reaching supervision levels.
- Gained full experience of all operational departments.
- Evaluation reports for my training confirm my suitability to move as a Director of Operation.
- Detailed reports are available upon request.

Education

1995	Faculty of Tourism and Hotel Management. Conducted Graduation Project on Vegetarian Restaurant. Grade “Very Good”
1991	JESUITS School (CSF) in Cairo. French (1 st language)

Professional skills and training

Languages:	French (fluent); English (fluent); Arabic (mother tongue)
Training:	Fidelio Installation training (1997) Introduction to Sales and Marketing (1999) Effective Communication and Presentation Skills (2000) Managing Successful Teams (2001) Customer Focused Selling (2001) Channel Marketing Forum (2002) Proactive Leadership (2003) Successfully passed the 4 D’s Assessment centre (2003)

Interests

Jogging, traveling, music & painting.